Creating an informed journey

Group 2B

Carlotta Carvalho
Giorgia Morandi
Pai-Feng Chen
Ruth Kupiainen

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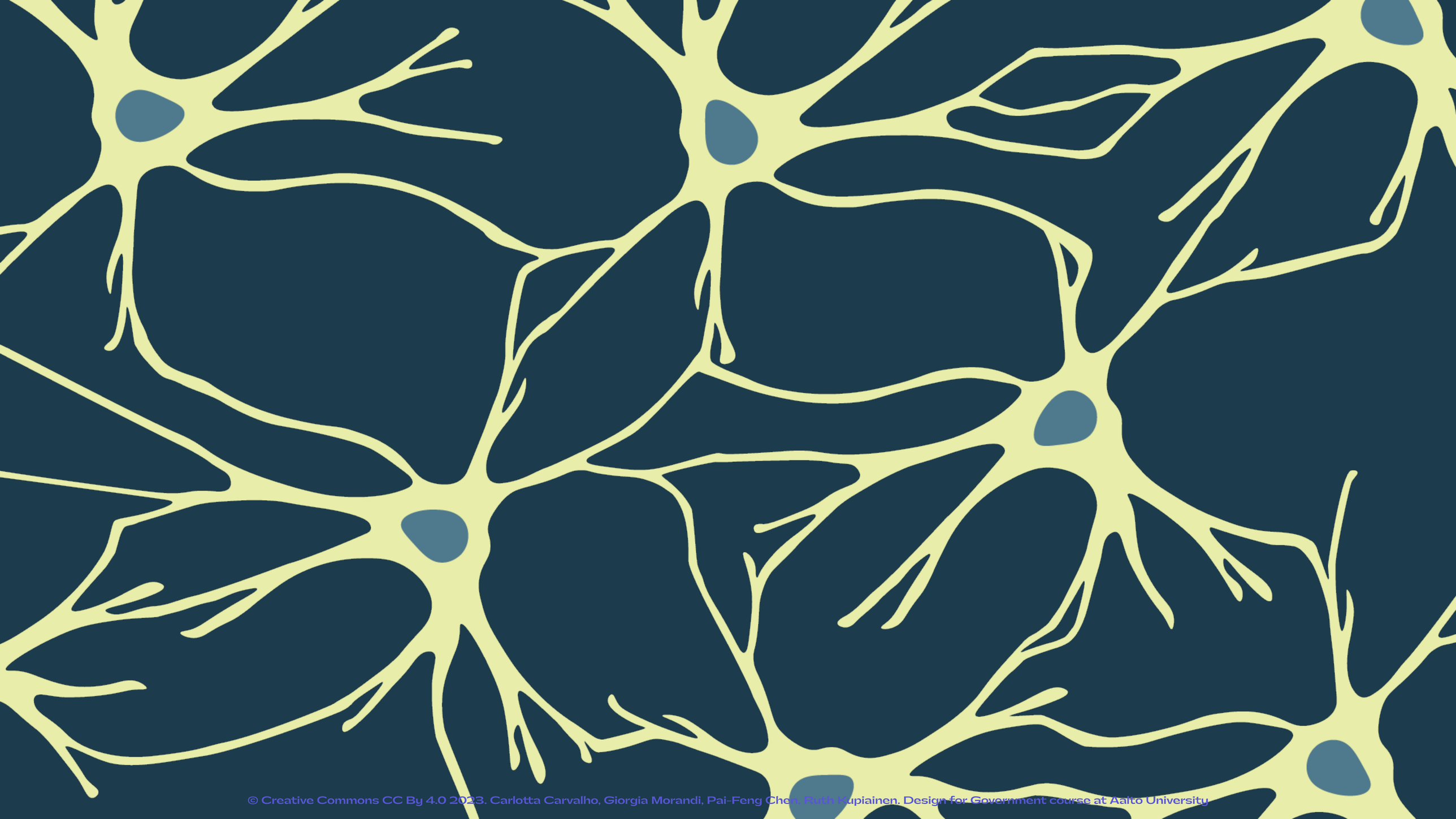

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Our team

Carlotta Carvalho

Collaborative and Industrial Design

Giorgia Morandi

Creative Sustainability

Pai-Feng Chen

Collaborative and Industrial Design

Ruth Kupiainen

International Design Business Management

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Building an accessible travel chain

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Building an accessible travel chain

but how?

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“There are weather and other conditions like the bus may be full or it's a bit late, walkways are slippery... [We need to] **ensure that this** [accessible traffic chain] **minimises the amount of surprises.**”

Traficom, 2023

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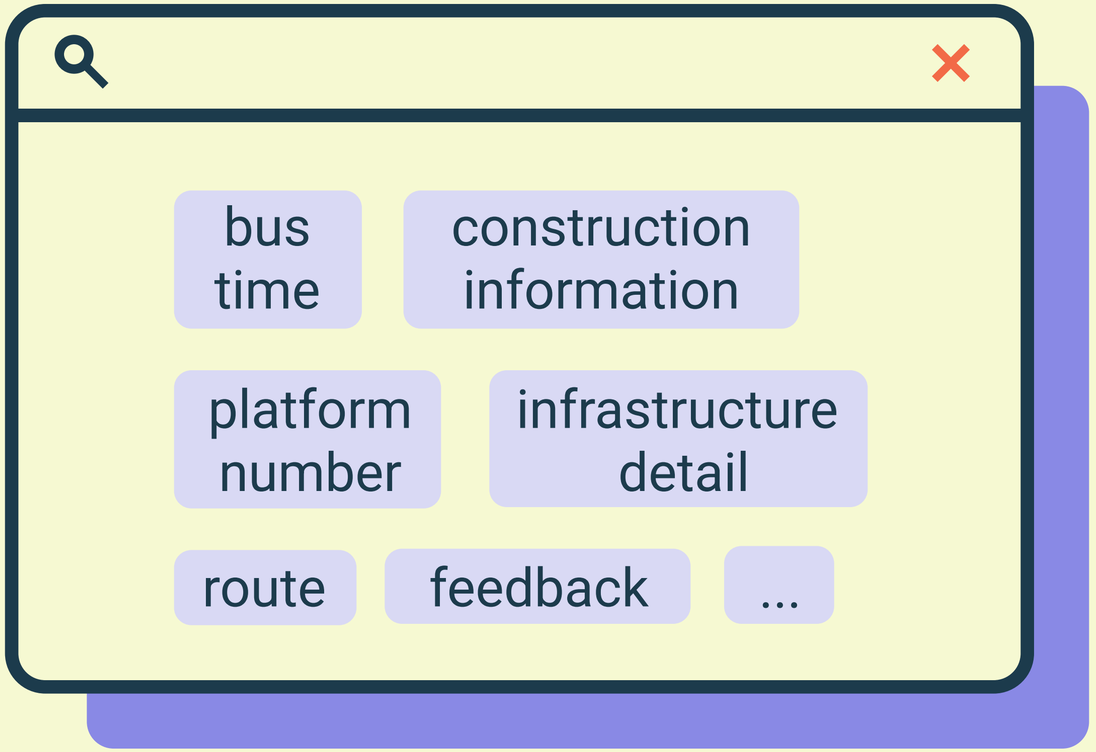
What is information?



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Accessible information

=

Accessible travel

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“Real-time, up-to-date, **accurate information** found on the internet **is essential**, otherwise trips may not be made. People get discouraged and don’t go.”

Accessible travel expert and travel blogger, 2023

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Reframing the question

How can we achieve accessible travel?

How does the information find the user?

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Meet Leena!

Leena, 38 yo, Architect
Punctual, independent, extrovert

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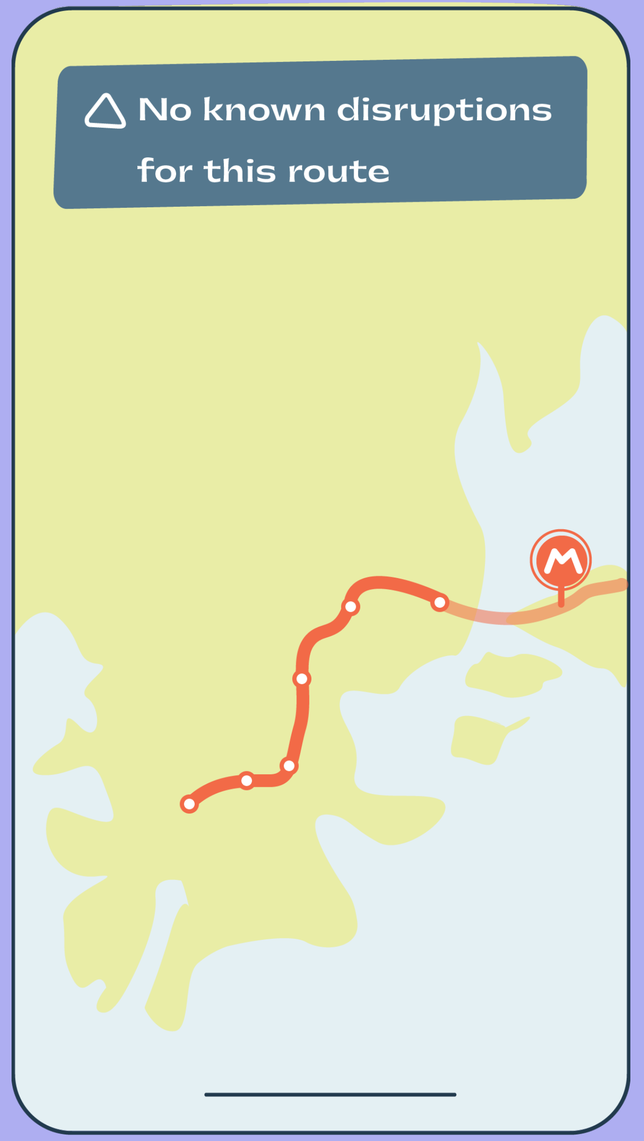

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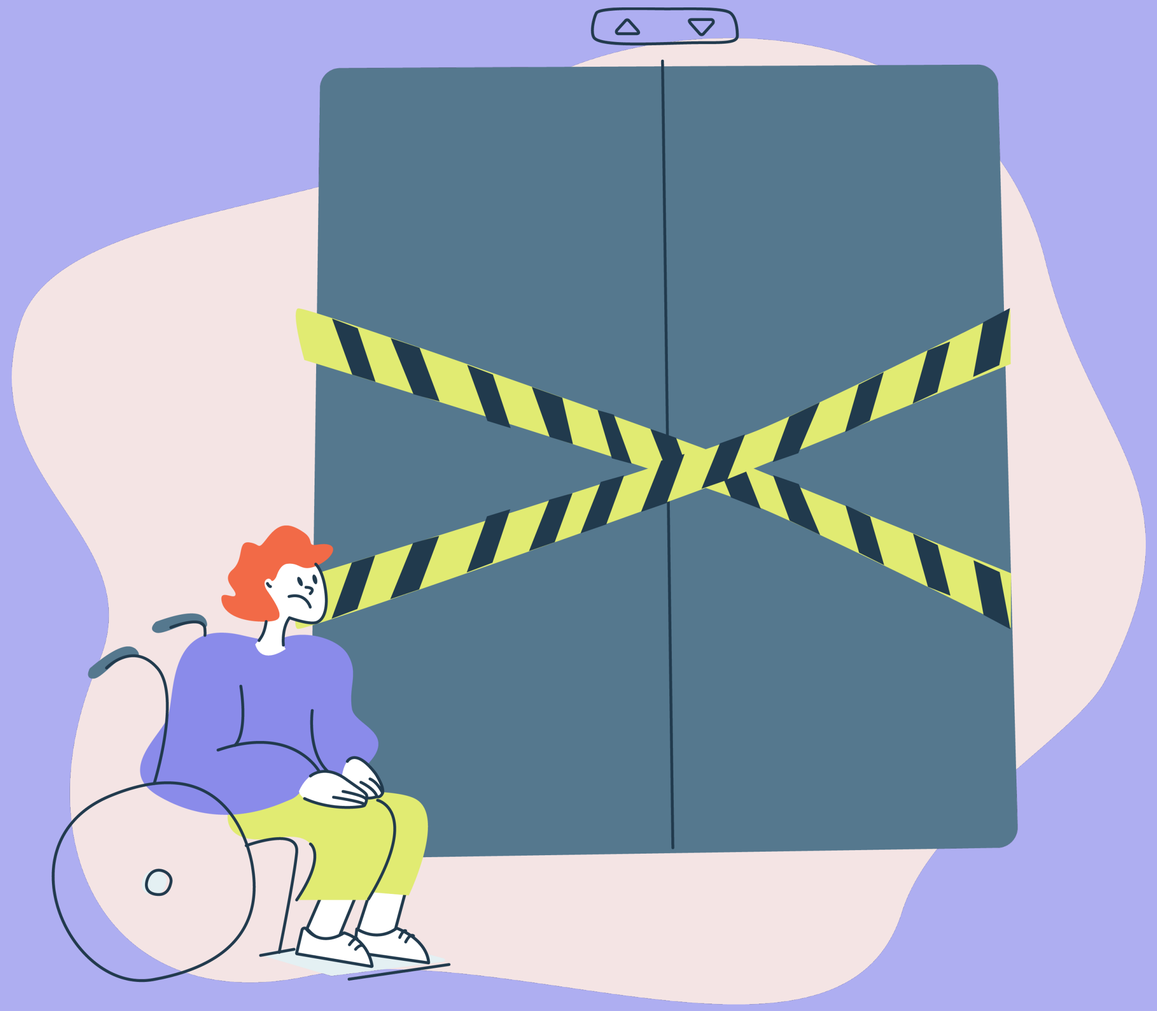

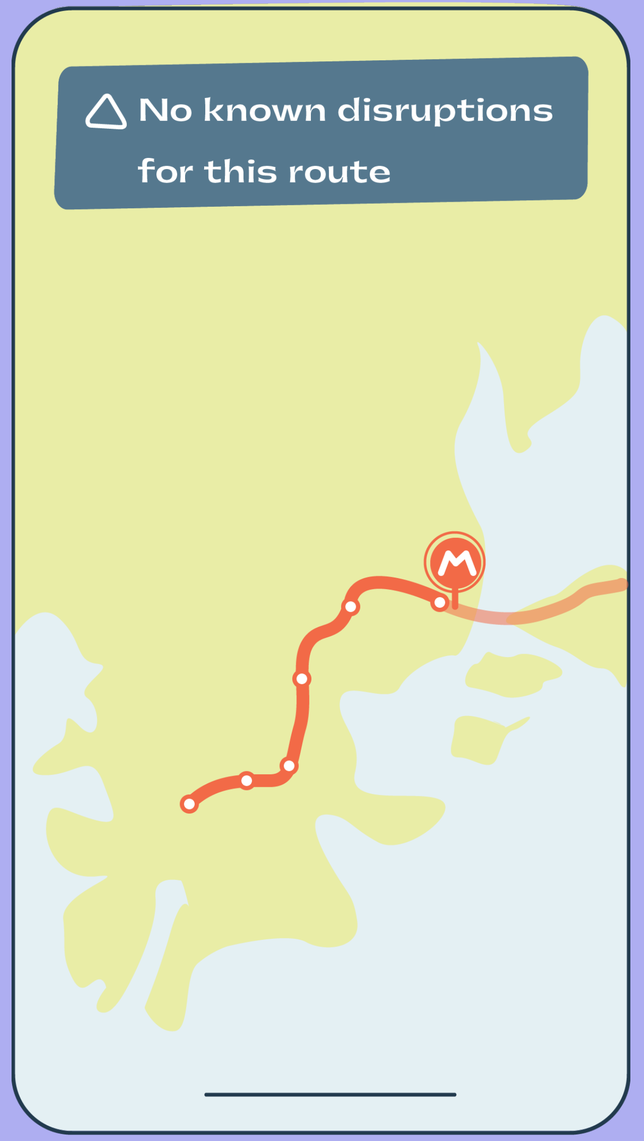

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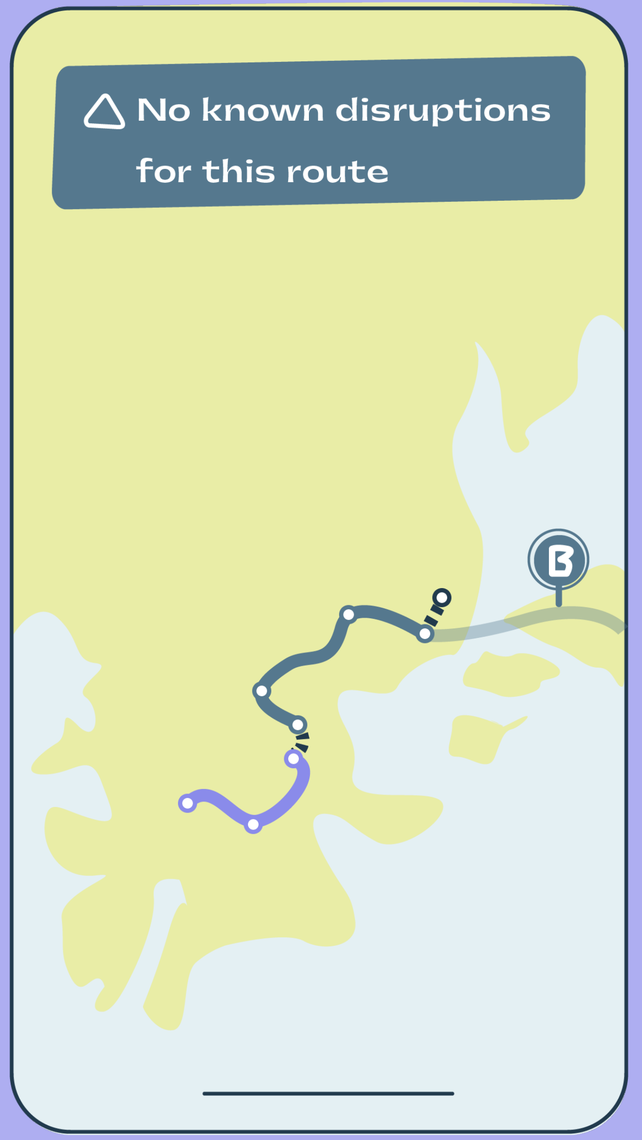

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Give us feedback!

Due to high volume of feedback it's taking us a little longer than usual to process.

What is your feedback about?

- O driver
- ● route
- O stops/station
- O safety
- O on-board comfort

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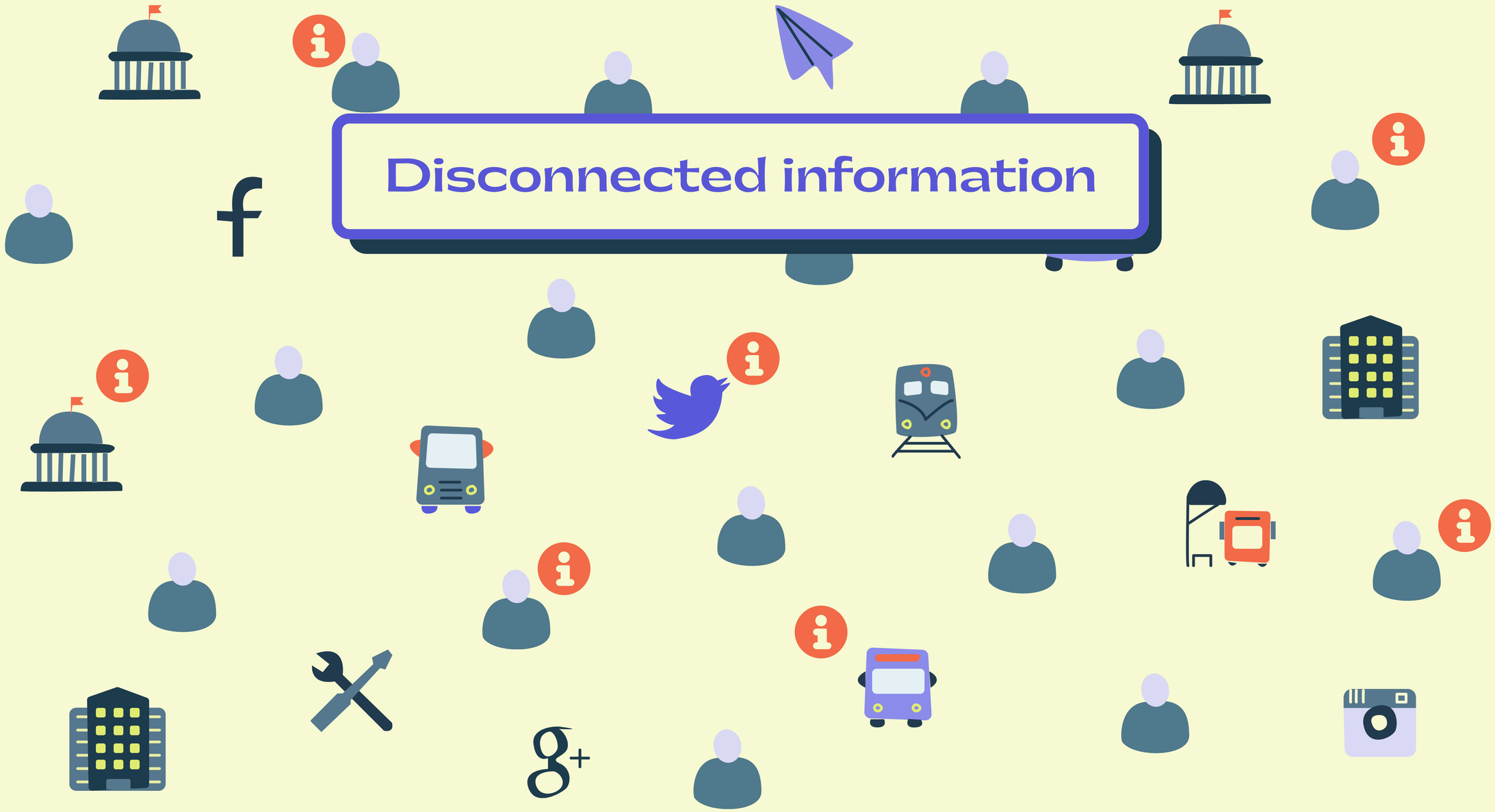

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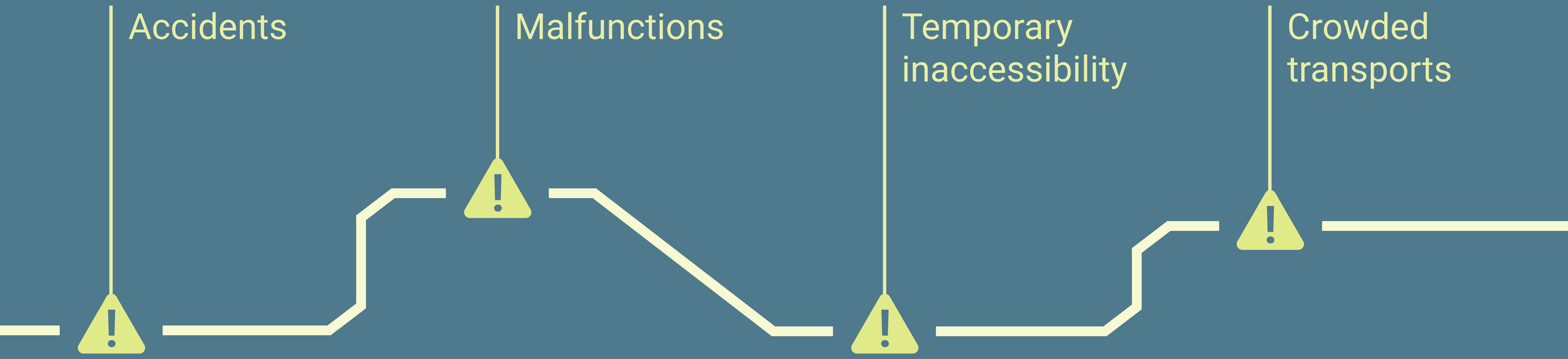
Poor communication of real-time information



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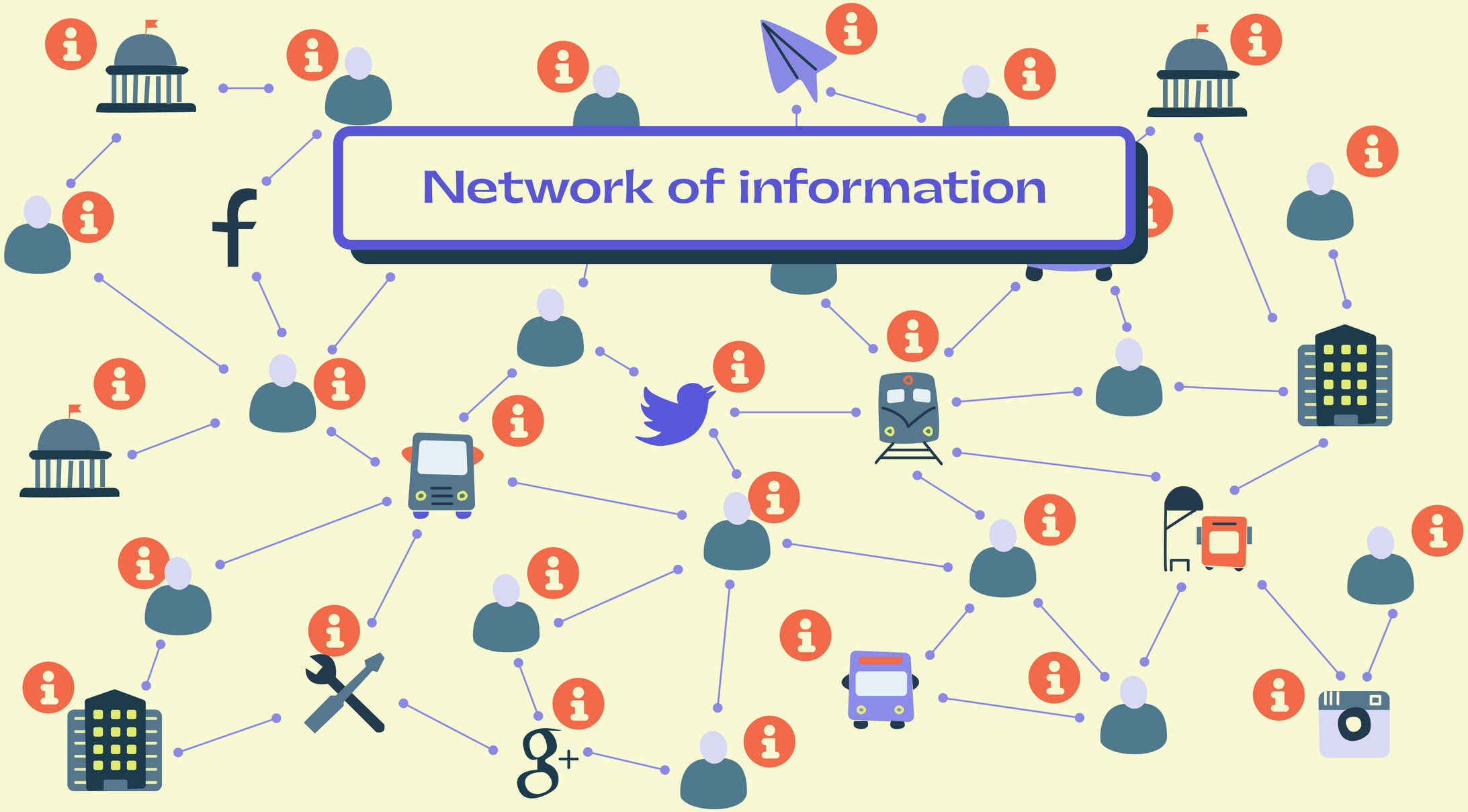

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LEVERAGE POINT

Evolving the structure of the information system

↓

COLLABORATION

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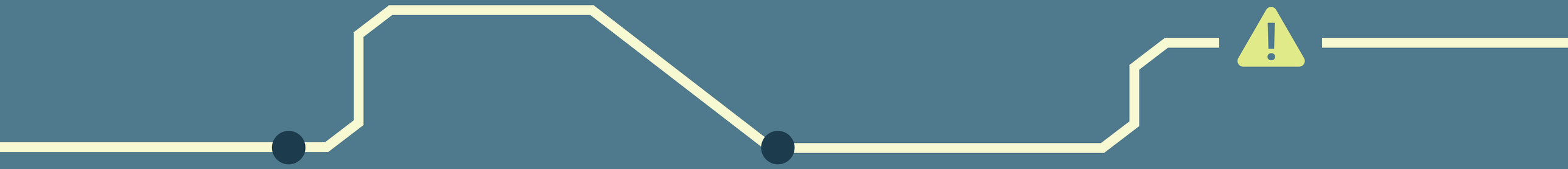
LEVERAGE POINT

Defining rules of the
information system

↓

SET A STANDARD



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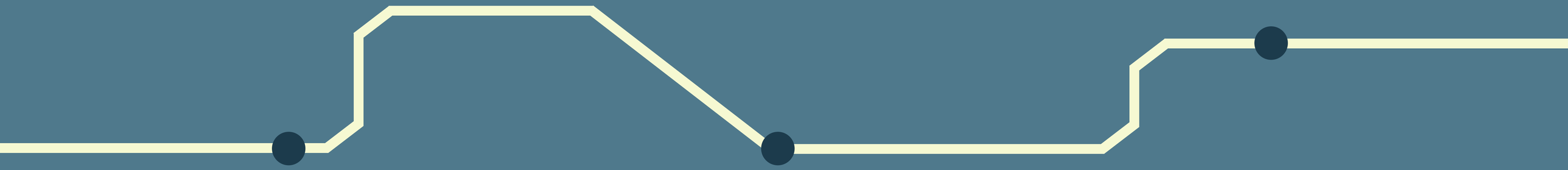
LEVERAGE POINT

Structuring the information flows

↓

CO-CREATION SESSIONS



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How to achieve this goal?

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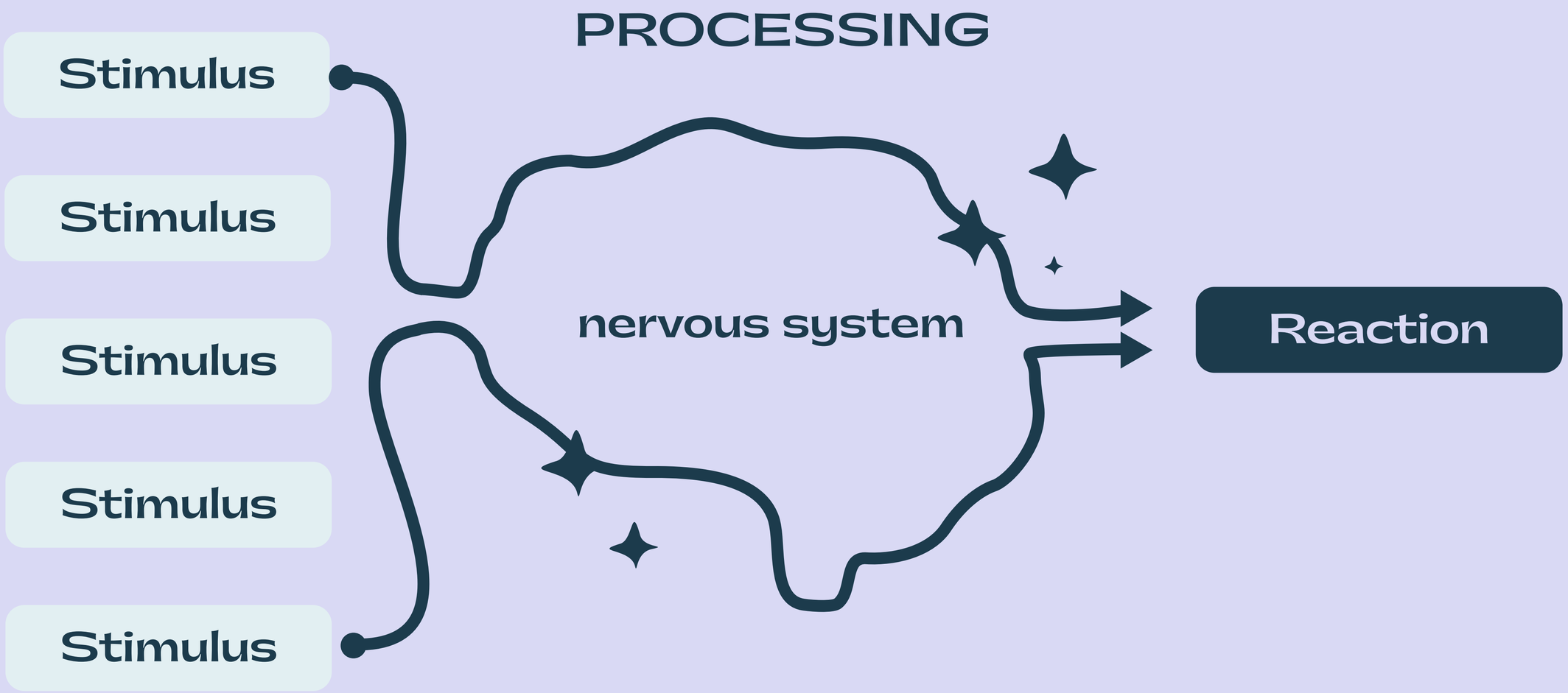

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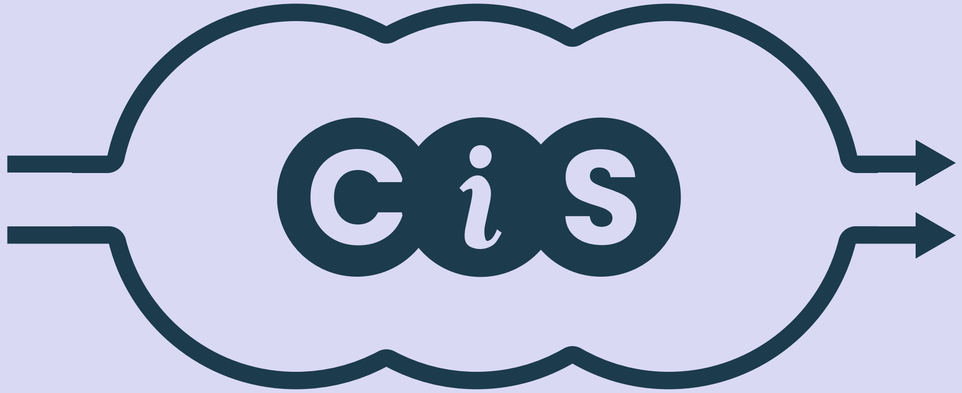
PROCESSING

Collecting

Diverse information
from multiple sources



An entity that filters the
collected information from
service providers and users

Distributing

Relevant information to
platforms and users

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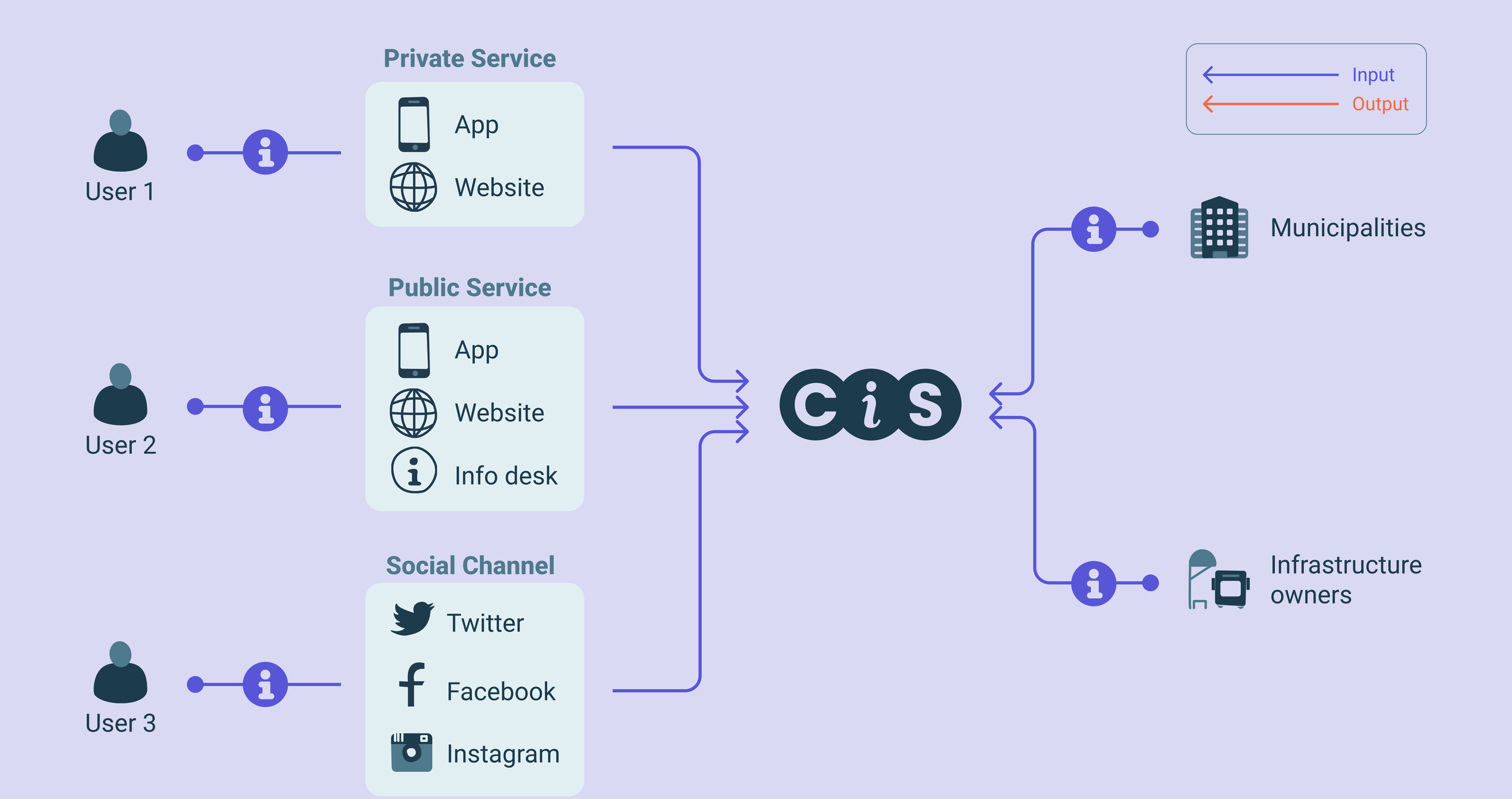

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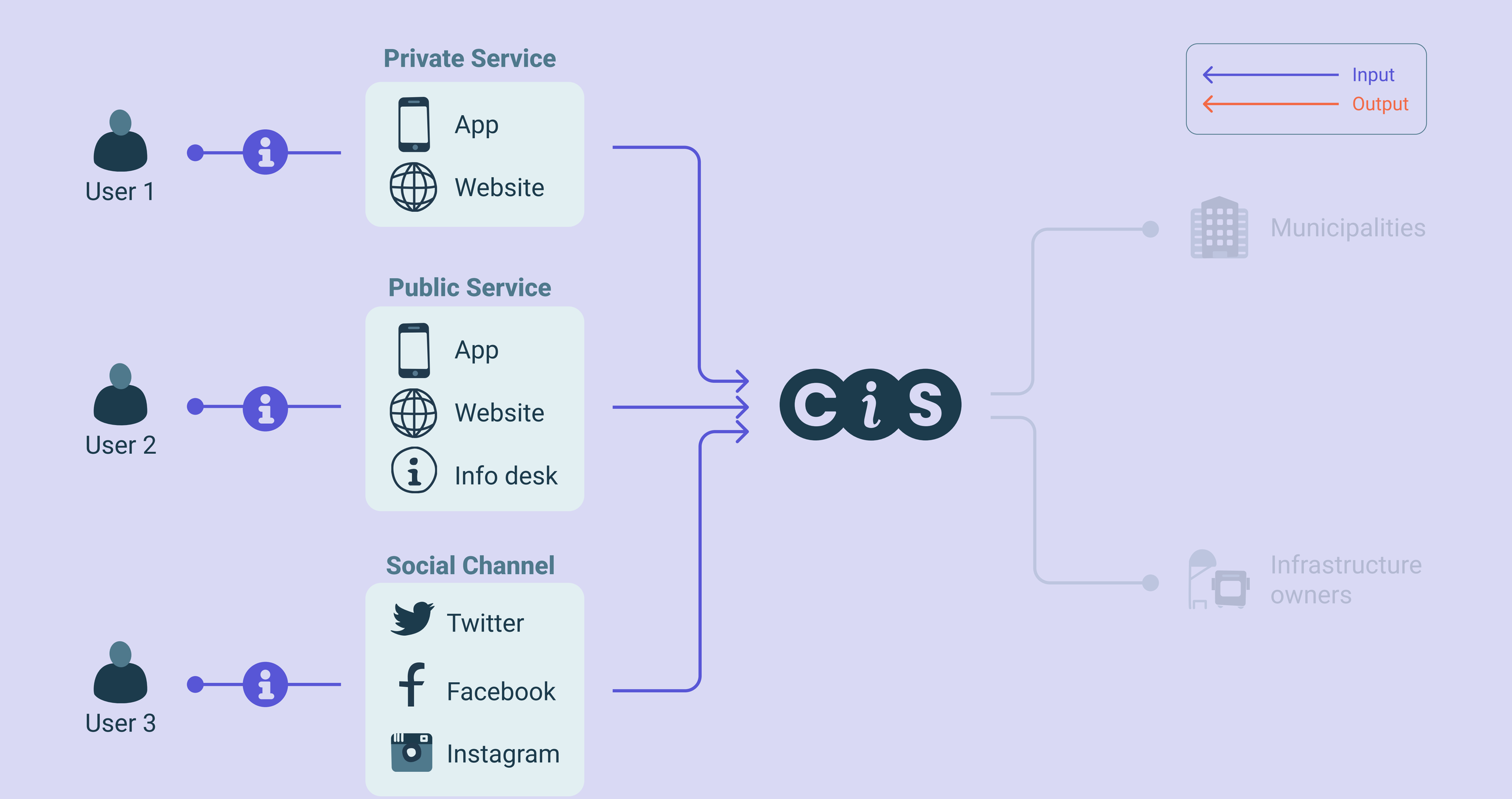

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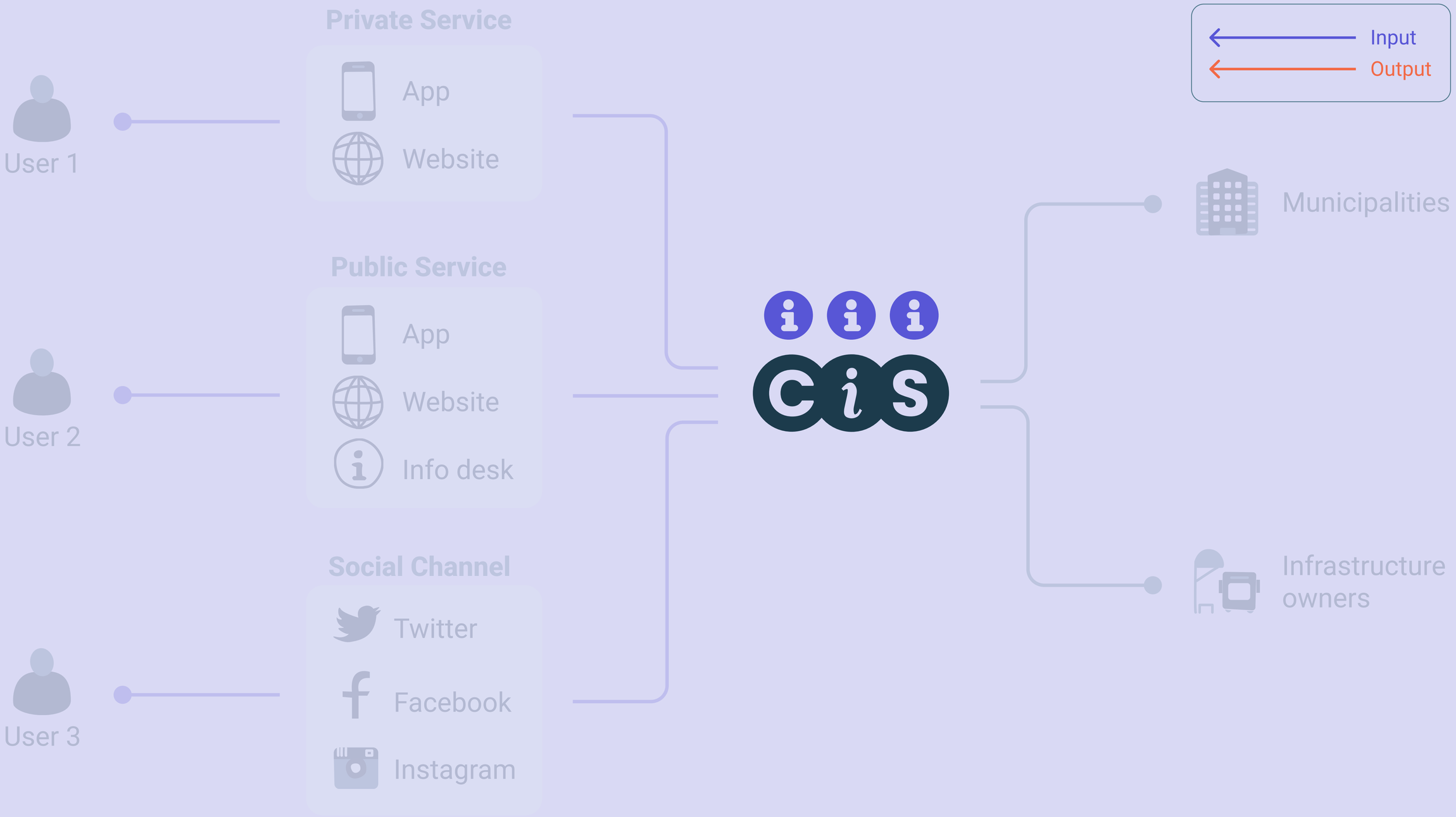

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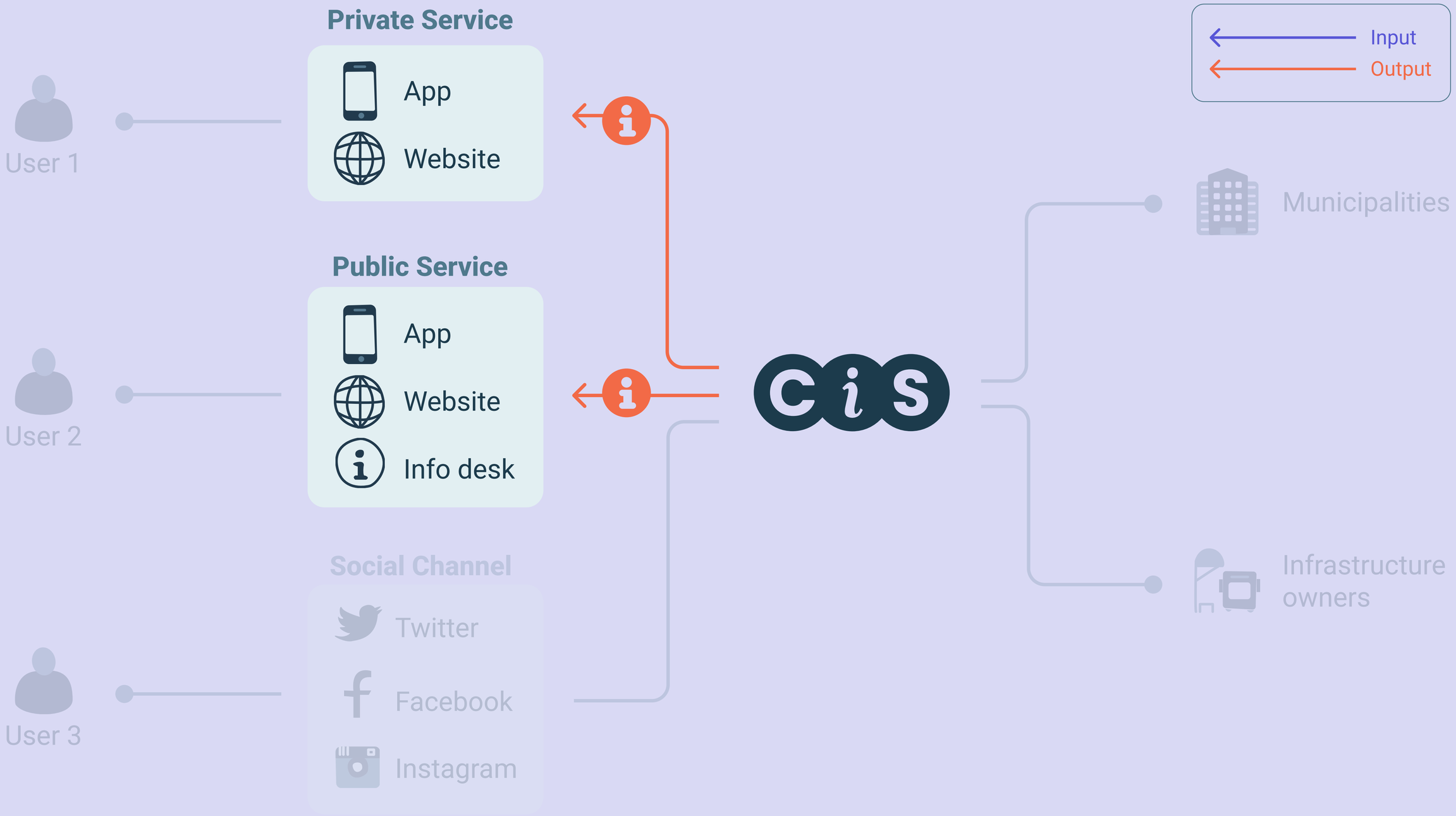

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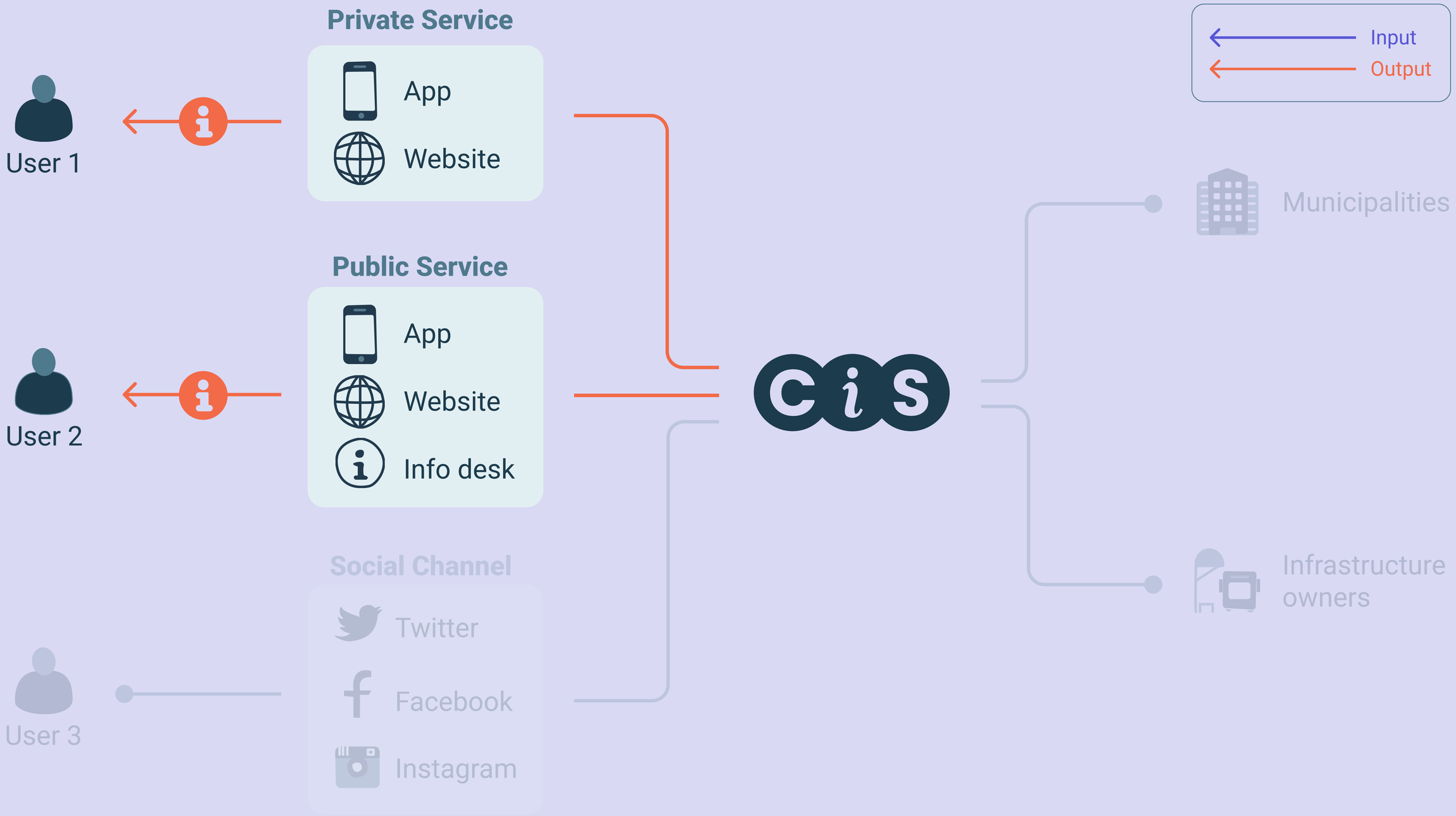

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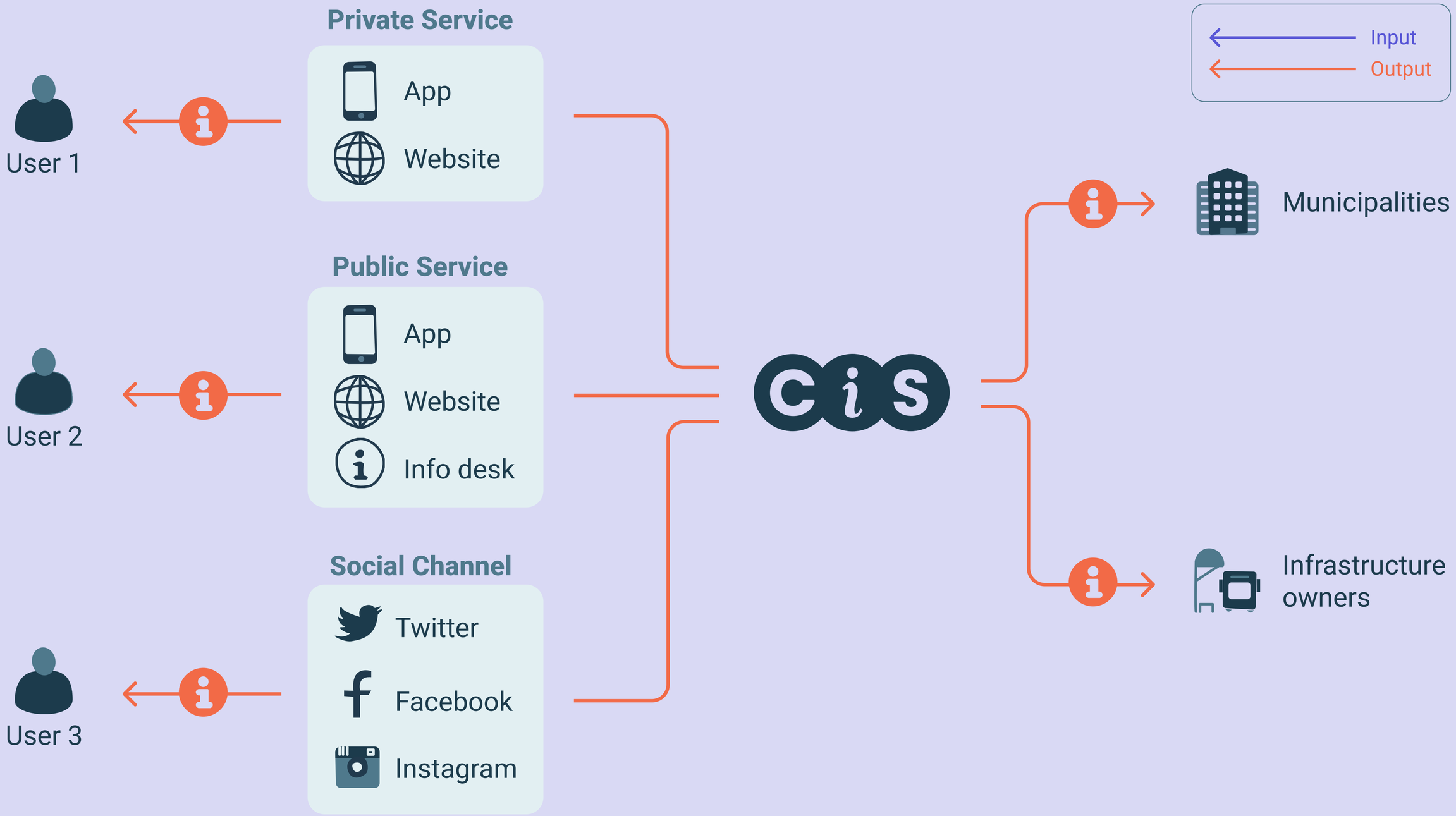

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What’s the benefit?

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- verified real-time information **from other entities**
- contribute for a sustainable travel chain that people **choose over other options**

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- benefit from **shared responsibility**
- the problem is **addressed immediately**

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- transition **from passive to active** contributors
- real-time **information that helps** plan the journeys

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How can we put everyone on the same page?

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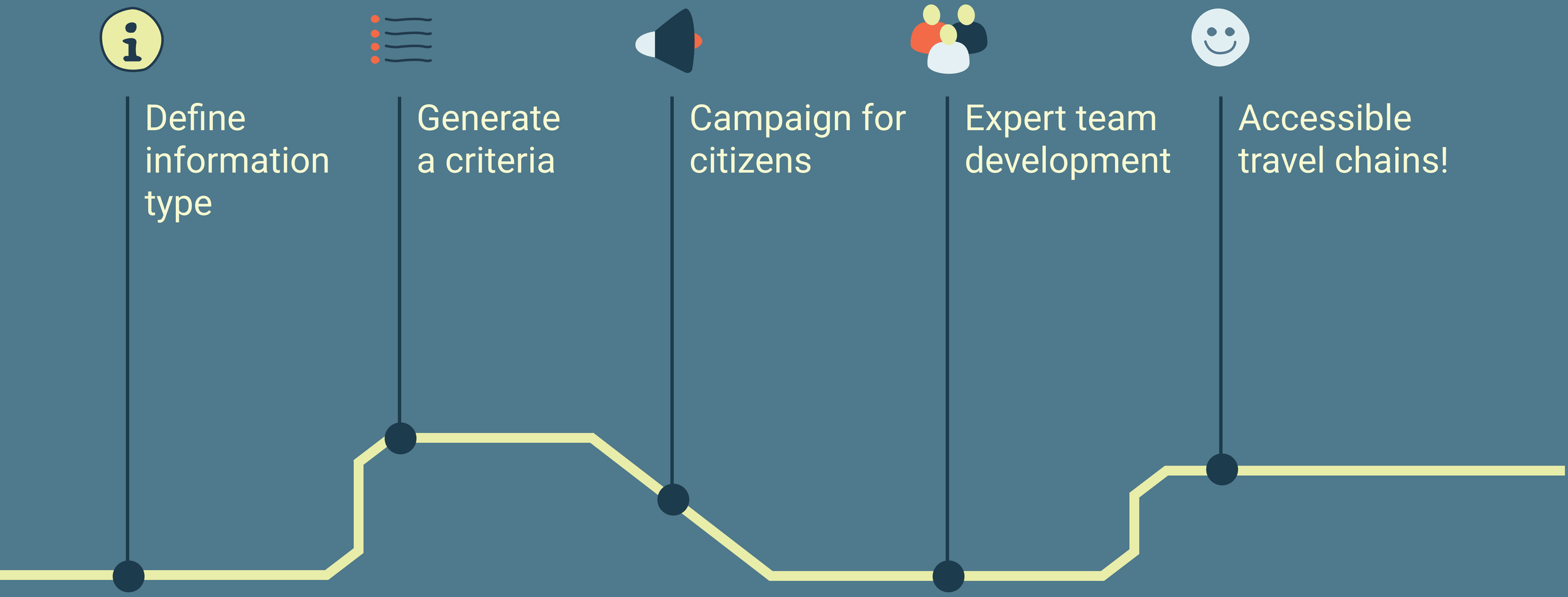

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Step 1. Co-creation workshops

GOAL

Define what information needs to be provided to the users for a smooth and accessible travel chain.

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Who?

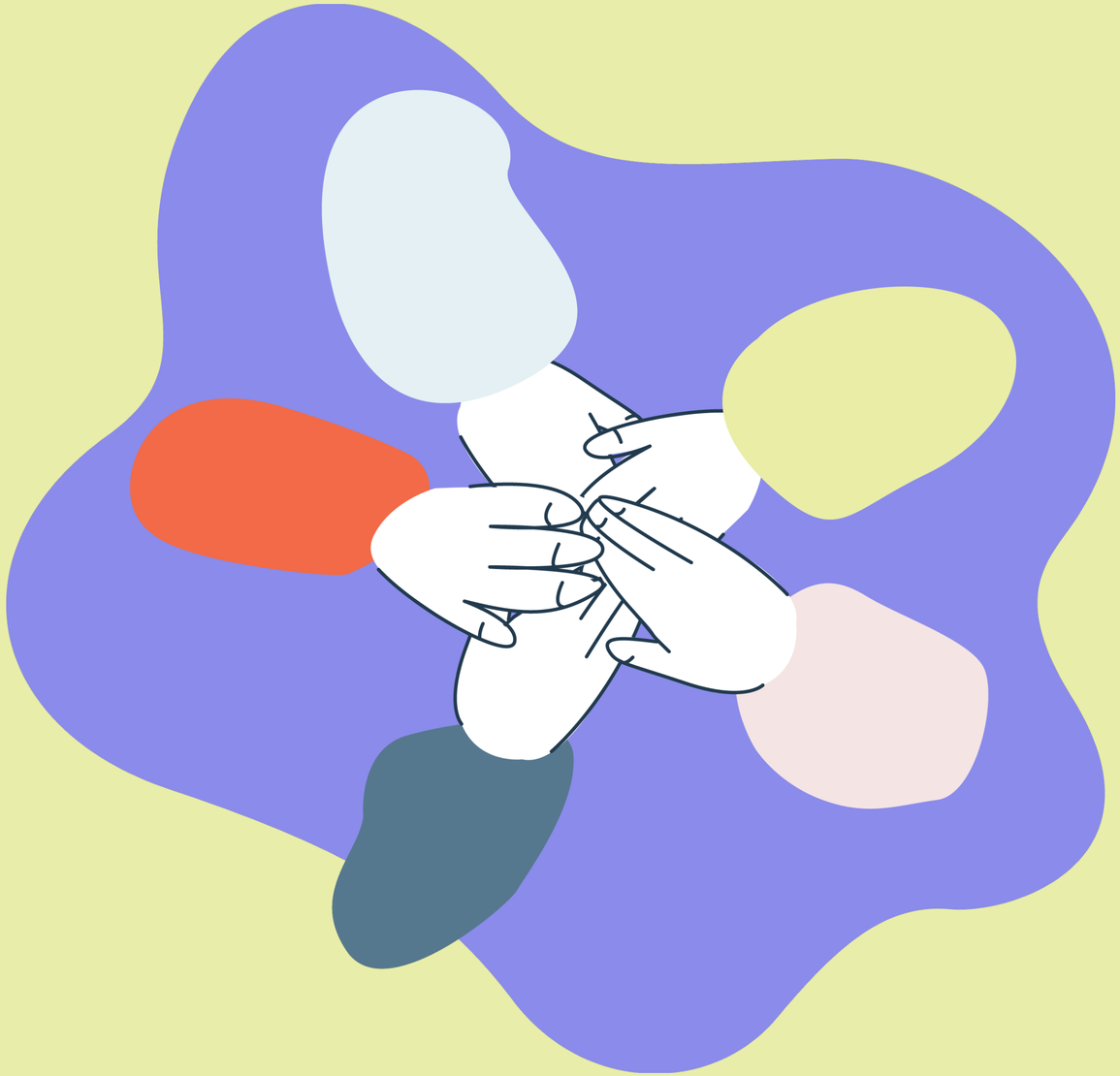
Public providers

Private service providers

- Bikes companies
- Bus companies
- Taxi companies

Users

- With a physical impairment
- With buggies/luggage/bikes
- Elderly
- ...



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How?

Phase 1
Journey planning

Phase 2
Critical analysis

Phase 3
Information clustering

Brainstorming, debate, voting, presentation and plenary sessions

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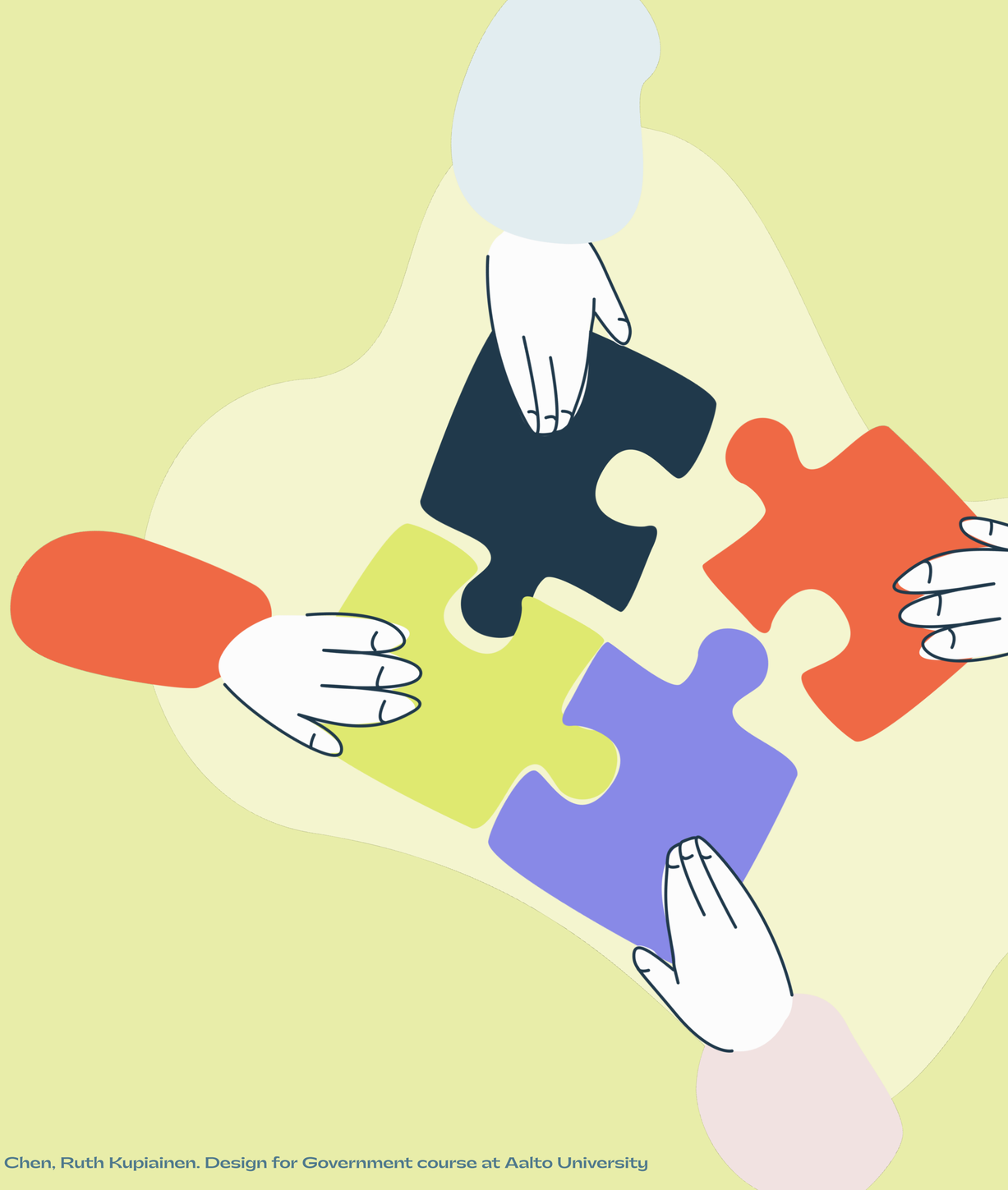
What will we get?

Direct results

- An action plan
- Networking opportunity for everyone

Indirect results

- Brings people together
- Better and more sustainable decisions



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Step 2.
Generate a criteria

GOAL

Create a unified agreement between all actors in the system to standardise accessible travel chains.

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New Regulation

Every transportation service provider as well as agencies and the municipalities of the Greater Helsinki area **shall openly share their service information** with the CIS owned by the government and overseen by the Ministry of Transportation & Communications.

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How does the information find the user?

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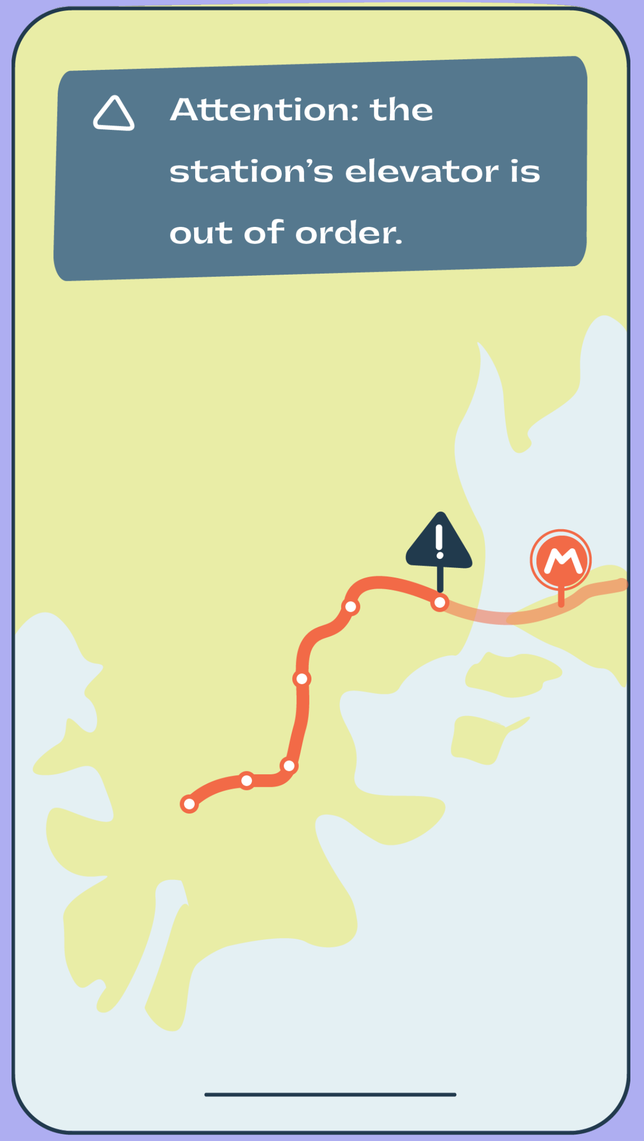

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△ Please select another route for a smooth journey

Option 1:

Bus 35 +4 min

△ Attention: this bus is crowded. Please see next option.

Option 2:

Tram 2 + Tram 9 On time

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Thanks a lot!

Your feedback helps us to improve the service and ensure a smooth journey for everyone.

Your feedback status

Received ✓

Processed ✓

Implemented ✓

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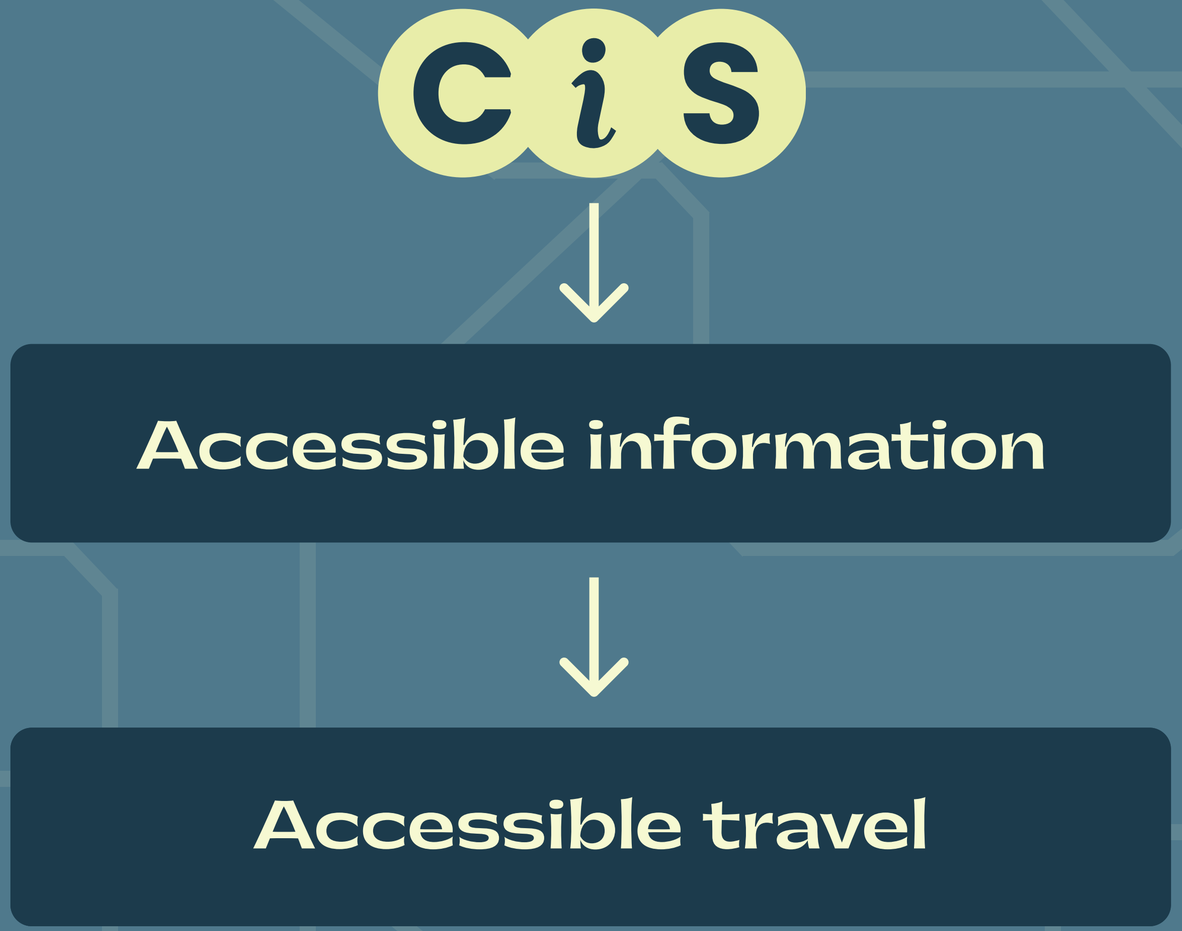

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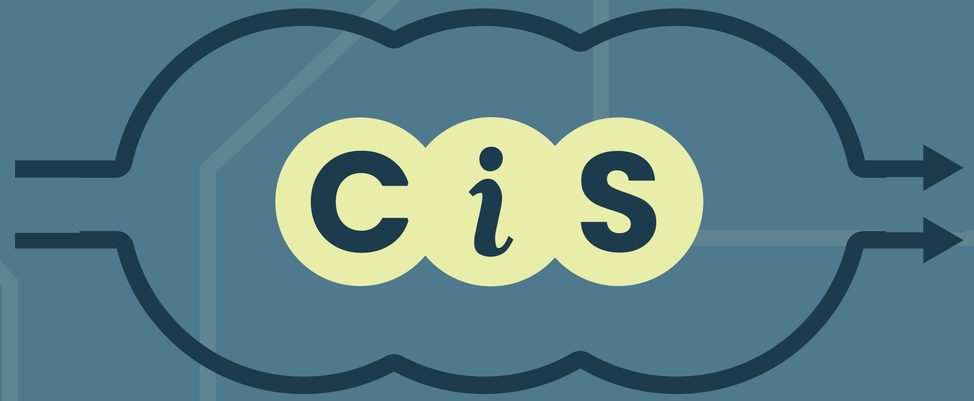
PROCESSING

Collecting



Distributing

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Real-time information

C i S

Real-time information

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Now

CiS

CREATING
AN INFORMED
JOURNEY

Accessible travel future

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Let’s make it happen

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